

# You've Created Personas — Now What?



Once you've created your buyer personas, what's the next step? How can you best leverage personas to maximize your marketing and sales efforts?

## Website

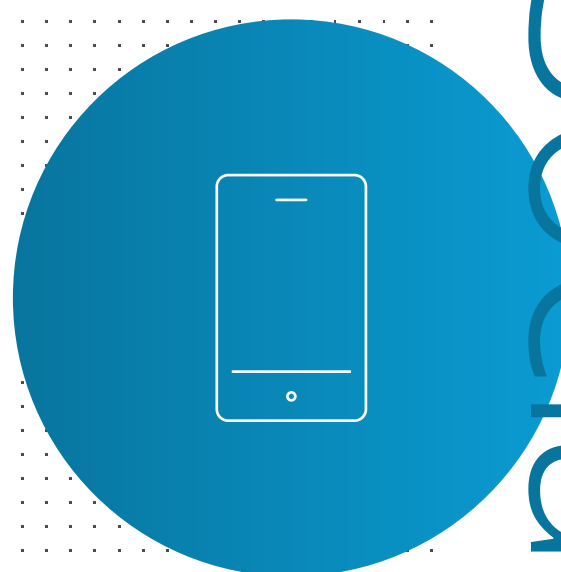


Your website **isn't** about you or your business—it's completely about your customer!

- Utilize links that allow users to self-select who they are, which gives them the most relevant user experience possible.
- Create unique calls-to-action that speak directly to specific persona pain points.
- Categorize your website resources for easy navigation.
- Leverage smart content.
- Determine the ideal persona journey on your site and make sure that path is as clear as possible.

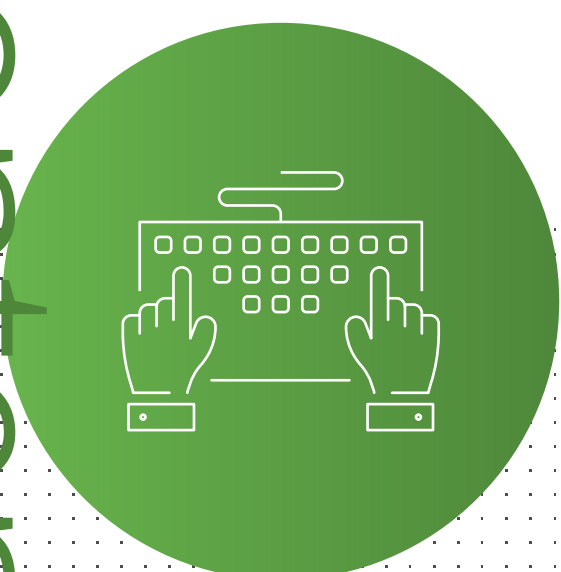
Social networks are one of the most personal platforms we have to reach our audience.

- Understand **why** a persona is spending their time on a social network and create unique strategies for each platform.
- Utilize audience targeting ads and optimize, optimize, optimize.



## Social

## Content



Identifying what persona you're creating a piece of content for **first** will allow you to create content that truly resonates.

- Create deep-dive content that speaks **directly** to a specific persona pain point.
- Create 40,000-foot-view content for personas that just need the general gist—not the nitty-gritty detail.
- Repurpose content into a variety of mediums.
- Promote persona-specific content on platforms where you know these personas are.

What one persona searches for on Google could be drastically different than what another persona would search for, even though they're in search of the same information.

- Identify what language and topics personas are using and searching for to dictate your SEO game plan.
- Utilize both organic traffic and paid search to target your personas and get found online.



## Search

## Email



Email continues to be one of the most impactful platforms for targeted marketing, which means personas need to be at the forefront of your email marketing creation.

- Email campaign strategies need to be segmented by persona with unique copy, conversion points and overall goals for each campaign.
- Align your email campaigns with the buyer's journey.
- Send personalized email copy.
- Present them an offer they can't refuse!

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